

ORDER

KSNV

Orders

Order / Rev: 107176
 Alt Order #: 06859169
 Product Desc: ROMNEY FOR PRES 60
 Estimate: 424
 Flight Dates: 09/28/12 - 10/02/12
 Original Date / Rev: 09/27/12 / 10/01/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: American Rambler Productions
 Buying Contact: _____
 Billing Contact: _____
138 Conant St.
Beverly, MA 01915

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Romney for President *-Revised*
 Demographic: A35+
 Product Codes: PLC02-Republican
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$18,900.00	\$16,065.00
10/01/12	10/02/12	24	\$33,600.00	\$28,560.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$18,900.00	\$16,065.00	0.00
October 2012	24	\$33,600.00	\$28,560.00	0.00
Totals	37	\$52,500.00	\$44,625.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	27%	\$52,500.00
Market	100%	\$194,444.44

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$58,333.33
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$38,888.89
KTUD	0%	\$0.00
KVVU	20%	\$38,888.89
KWWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$5,833.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/WagM		6-7a	----F--	1:00	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				M-F 6-7a WakeUp w/Wagners											

WAKE W/WAGNRS2

Start Date End Date Weekdays Spots/Week Rate Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	1:00	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,300.00		0.00			
E 2	KSNV	10/01/12	10/02/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	1:00	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
WAKE W/WAGNRS2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$1,400.00		0.00			
E 3	KSNV	10/01/12	10/02/12	Today Show Today Show	CM	658a-9am	MT-----	1:00	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$1,800.00		0.00			
E 4	KSNV	09/28/12	09/28/12	Today Show Today Show	CM	658a-9am	----F--	1:00	1	\$1,700.00	1	0.00	NM	1	\$1,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,700.00		0.00			
E 5	KSNV	10/01/12	10/02/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	MT-----	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$850.00		0.00			
E 6	KSNV	09/28/12	09/28/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	----F--	1:00	1	\$700.00	1	0.00	NM	0	\$0.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$700.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		KSNV	09/24/12-09/30/12	M-F Today Show II 3rd Hr			9-10a	----F--	1:00	(\$700.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 7	KSNV	10/01/12	10/02/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	MT-----	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$650.00		0.00			
E 8	KSNV	09/28/12	09/28/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	----F--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$650.00		0.00			
E 9	KSNV	10/01/12	10/02/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	1:00	2	\$650.00	1	0.00	NM	2	\$1,300.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$650.00		0.00			
E 10	KSNV	09/28/12	09/28/12	Rachael Ray Rachael Ray	CM	11am-12pm	----F--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$650.00		0.00			
E 11	KSNV	09/28/12	09/28/12	Noon News Noon News	CM	12-1230pm	----F--	1:00	1	\$850.00	1	0.00	NM	1	\$850.00
NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$850.00		0.00			
E 12	KSNV	10/01/12	10/02/12	Noon News Noon News	CM	12-1230pm	MT-----	1:00	2	\$850.00	1	0.00	NM	2	\$1,700.00

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E 24	KSNV	09/28/12	09/28/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	----F--	1:00	1	\$2,200.00	1	0.00	NM	1	\$2,200.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	----F--	1		\$2,200.00		0.00						
E 25	KSNV	09/30/12	09/30/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	1:00	2	\$2,200.00	1	0.00	NM	2	\$4,400.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	-----S	2		\$2,200.00		0.00						
													Totals	37	\$52,500.00